

CHAPTER III

RESEARCH METHOD

A. Research Design

The type of this research is descriptive qualitative. The researcher studies the data in the form of words, specifically in the form of oral utterances. Wahyuni (2015) points out that qualitative research related with data which is usually not in the form of numbers. It doesn't present data and the result in the form of digit or static but it yields the data in the form of phenomena description. Holloway (1997, cited in Wahyuni, 2015, p. 25) states researcher use qualitative approaches to explore the behavior, perspectives and experiences of the people they study.

The design of this research is Content analysis. Hsui-Fang (2005, cited in Wahyuni, 2015, p. 168) points out content analysis focuses on characteristics of language as communication with attention to the content meaning of the text. As Kondracki and Wellman (2002) states the text in here not only means just the written one but also include verbal, print or any kind of electronic form.

B. Focus of Study

The focus of this research is expressive speech act that is uttered by the people on four most popular videos of October to November on Youtube channel "Fine Brother Entertainment". In specific, the focus is on the utterances that perform in reaction section on the reaction videos

since the reaction video has two section which are reaction section and opinion section.

C. Data and Source of Data

a. Data

The data which would be gained from this research are:

1. The type of expressive speech act that are found on people's utterances on four most reaction videos on Youtube channel "Fine Brothers Entertainment"
2. The most frequently type of expressive speech act that is used by people on reaction videos on Youtube channel "Fine Brothers Entertainment"

b. Source Data

The data is taken from four most popular reaction videos of october to november on Youtube channel "Fine Brothers Entertainment". They are:

1. Teens React to Bullying (Amanda Todd)
2. Elders React to Eminem
3. Kids React to Gay Marriage
4. Youtubers React to Kpop

D. Techniques of Data collecting

In this research, the instrument of the data collection is the researcher. In qualitative research, it is said that the instrument is the researcher conducting the research.

Johnson states In fact, the reseracher is said to be the data collection instrument because it is the researcher who must decide what is important and what data to be recorded (2008, cited in Rumaria, 2015, p. 46)

According to the statement above that the researcher is the instrument, the researcher did some steps to collect the data. They are as follows:

a. Collecting the videos

The first step of data collecting was collecting the videos. The writer downloaded four most popular reaction videos from october to november from Youtube Channel Fine Brother Entertainment.

b. Watching the reaction videos

The second step of data collection procedure was watching four most popular reaction videos of october to november on Youtube channel “Fine Brother Entertainment”.

c. Identification

After the second step was done, the next step is identification. The writer identified the utterances that performed expressive speech acts uttered by people in four most popular reaction videos of October to November on Youtube channel “Fine Brother Entertainment”. In Specific, the writer only identified utterances that perform in reaction section on the reaction videos since the reaction video has two section which are reaction section and opinion section.

Based on Searle and Vanderverken, concerning expressive verbs, they find that no illocutionary verbs of performative names the primitive expressive force, rather they name derived expressive forces.

Expressive speech act verbs, they argue, usually either express good or bad evaluations. However, the writer would try to find the characteristic of each type of expressive speech act even though he writer find there is no definite characteristic since every utterances will not always have same intention in different context and it has different strategy of expressive speech act to understand what the speaker intends to express. The characteristic of type present in table below:

Table 3.1 The Characteristic of Type of Expressive speech act formulized by Guiraud *et al.*

Type of Speech Act	Characteristic
Approving	verb 'Like', 'Love', 'Agree' etc.; word 'okay'; phrase 'obsessed with'
Disapproving	Adjective 'wrong', 'not right'
Complimenting	Adjective 'awesome', 'cool', 'nice', 'cute' and any of adjective which has positive value.
Regretting	Conditional sentence type 2
Reproaching	Any adjective or noun who has negative value for example 'a jerk' as in noun and 'disgusting' as in adjective
Apologizing	Verb 'sorry'

d. Analyzing

The last step is analyzing the data. The writer analyzed the types of each expressive speech acts and find out the most used type of expressive speech act that appear in the reaction videos. The complete

analysis will be presented in the chapter V as the result of this research.

E. Technique of Data Analysis

This research used qualitative data research analysis developed by Miler and Huberman. In principle, qualitative data analysis is conducted along with data collecting process. Technique analysis performed using the technique proposed by them encompass three concurrent activities:

1. Data reduction

In this process, Researcher selected and collected expressive speech act utterances in the reaction videos. While selecting and collecting the data, the researcher took notes to classify the data and discarded the data which are not related with the statement of problem.

2. Data presentation

Basrowi and Suwandi (2008) states data presentation is a set of structured information that gives the possibility to draw conclusion and taking action. In this process, researcher classified expressive speech act which had similar type then presented them in a table.

3. Drawing conclusion or verification

Researcher, repeatedly, reviewed the existing data and the data classification has been formed. Afterwards, researcher drew conclusion based on the statement of problem.